

Smoking is bad for you.
It is bad because it affects your health, worries your family and limits your activities.

My Dad and I sat in the movie theater. As the movie played and the audience laughed, my Dad coughed. Deep, rasping coughs that took his breath away. Smoking is just so very bad for you.

Millions of people smoke in America. Youth smoking is on the rise, in fact. At the same time, the death toll on smokers continues to rise. As we all know, smoking is bad for you.

- ✓ States claim
- ✓ Lists reasons for claim



- ✓ Starts with an anecdote
- ✓ States claim



- ✓ Begins with universal connection
- ✓ Narrows focus of the topic
- ✓ States claim



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